AMENDMENTS TO THE CLAIMS

Please amend the Claims as follows:

Please cancel claims 1-30.

Please add the following new claims 31-52:

31. **(New)** A method of collecting expressions of individual consumer demand for attending entertainment events and making the data available to users to support user decisions regarding geographic placement of entertainment events, said method comprising the steps of:

receiving consumer demand data from individual consumers through an electronic network, the consumer demand data comprising individual consumer requests indicating an individual consumer's desire to attend, in the consumer's general locale, one or more specifically identified entertainment events,

housing collected individual consumer requests in a computer database,

generating entertainment event demand data compiled by aggregating individual consumer requests, and

displaying entertainment event demand data from the computer database, wherein said displayed entertainment event demand data is used to determine at least one geographic locale for presentation of an entertainment event based on a relative number of requests received from consumers desirous to attend a specifically identified event in or more geographic locales.

32. **(New)** The method of claim 31, wherein said method, in addition to said step of receiving consumer demand data, further comprises the step of:

receiving locale designations from consumers comprising zip codes or metropolitan area designations, wherein said locale designations are used to identify locales associated with individual consumers' expressed desire to attend said entertainment events.

33. **(New)** The method of claim 31, wherein said method further comprises the step of displaying consumer demand data indicating consumer desired general locale for an entertainment event so as to support user decisions regarding geographic locales for placement of one or more entertainment events.

34. **(New)** The method of claim 31, wherein said step of generating, from the computer database, in a computer system, entertainment event demand data compiled by aggregating individual consumer requests includes the step of analyzing and sorting individual consumer data from requests and desired general locales for events and formatting analyzed and sorted consumer data for display on the user computer.

35. **(New)** The method of claim 31, further comprising the steps of:

storing, in the computer database, details of scheduled entertainment events,

matching scheduled events to the entertainment requests and locale designations of individual consumers, and

sending messages over the electronic network to individual consumers advising them that an entertainment event requested by a corresponding consumer has been scheduled.

36. (**New**) The method of claim 31 wherein said consumer requests are received via an electronic form presented to a consumer by the consumer's activation of at least one of hyperlink and/or menu selection, said electronic form being incorporated into a plurality of web sites and media players.

37. (**New**) The method of claim 36 wherein said media players are digital media devices connected to at least one wireless network.

38. (**New**) The method of claim 36 wherein said media players are voice-enabled information input and access devices.

39. (**New**) A system for collecting expressions of individual consumer demand for attending entertainment events and making the data available to users to support user decisions regarding geographic placement of entertainment events, said system comprising:

an electronic network for receiving consumer demand data from individual consumers comprising requests indicating an individual consumer's desire to attend, in the consumer's general locale, one or more specifically identified entertainment events;

a computer database for housing collected individual consumer requests for entertainment events;

a computer system, coupled to the computer database and the electronic network, for generating entertainment event demand data compiled by aggregating individual consumer demand requests; and said computer system transmitting entertainment event demand data from the computer database, wherein said transmitted entertainment event demand data is used to

determine at least one geographic locale for presentation of an entertainment event based on a relative number of requests received from consumers desirous to attend a specifically indentified entertainment event.

40. (**New**) The system of claim 39, wherein said computer system receives locale designations from consumers comprising zip codes or metropolitan area designations, wherein said locale designations are used to identify locales associated with individual consumers' expressed desire to attend said entertainment events.

41. (**New**) The system of claim 39, wherein said computer system transmits consumer demand data indicating consumer desired general locale for an entertainment event so as to support user decisions regarding geographic locales for placement of entertainment events.

42. (**New**) The system of claim 39, wherein said user computer further comprises means for analyzing and sorting individual consumer data and formatting analyzed and sorted individual consumer data for display on the user computer.

43. (**New**) The system of claim 39, further comprising:

means for storing, in the computer database, details of scheduled entertainment events;

means for matching scheduled events to the entertainment requests and locale designations of individual consumers; and

means for sending messages over the electronic network to individual consumers advising them that an entertainment event requested by a corresponding consumer has been scheduled.

44. (**New**) The system of claim 40, wherein said consumer requests are received via an electronic form presented to an individual consumer by the consumer's activation of at least one of a hyperlink and/or menu selection , said electronic form incorporated into a plurality of web sites and media players.

45. (**New**) The system of claim 44, wherein said media players comprise digital media devices connected to wireless networks.

46. (**New**) The system of claim 44, wherein said media players comprise voice-enabled information input and access devices.

47.   (**New**) A method of collecting expressions of individual consumer demand for attending entertainment events comprising:

receiving consumer requests representing consumer demand data from individual consumers over an electronic network, said consumer requests indicating an individual consumer's desire to attend one or more specifically identified entertainment events, said consumer requests gathered via electronic forms presented to a consumer;

housing collected individual consumer requests in a computer database,

generating entertainment event demand data compiled by aggregating individual consumer requests, and

displaying entertainment event demand data from the computer database, wherein said displayed entertainment event demand data is used to determine at least one geographic locale for presentation of an entertainment event based on a relative number of requests received from consumers desirous to attend a specifically identified event in or more geographic locales.

48.   (**New**) The method of claim 47, wherein said electronic forms are presented in a plurality of web sites.

49.   (**New**) The method of claim 47, wherein said electronic forms are presented in a plurality of media players.

50.   (**New**) The method of claim 49, wherein said media players comprise digital media devices connected to wireless networks.

51.   (**New**) The method of claim 49, wherein said media players comprise voice-enabled information input and access devices.

52.   (**New**) The method of claim 47, further comprising the steps of:

storing, in the computer database, details of scheduled entertainment events,

matching scheduled events to the entertainment requests and locale designations of individual consumers, and

sending messages over the electronic network to individual consumers advising them that an entertainment event requested by a corresponding consumer has been scheduled.